

2 of 3

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*27	TH-F	5A-730A	NEWS	:30	\$225.00	08/16-08/17	2	1	2	\$450.00	
		Sales Remark: V3 PART OF MG PACKAGE FOR 5X ON LN 14										
		[MKGD FOR SPOTS MISSED ON LN #14: 8/15(1/WK)]										
		V3 Added										
	*28	M-TU	5A-730A	NEWS	:30	\$225.00	08/20-08/21	2	1	2	\$450.00	
		Sales Remark: V3 PART OF MG PACKAGE FOR 5X ON LN 14										
		[MKGD FOR SPOTS MISSED ON LN #14: 8/15(1/WK)]										
		V3 Added										
	*29	TH-F	6A-7A	NEWS	:30	\$250.00	08/16-08/17	2	1	2	\$500.00	
		Sales Remark: V3 PART OF MG PACKAGE FOR 5X ON LN 14										
		[MKGD FOR SPOTS MISSED ON LN #14: 8/15(1/WK)]										
		V3 Added										
	*30	M-TU	6A-7A	NEWS	:30	\$250.00	08/20-08/21	2	1	2	\$500.00	
		Sales Remark: V3 PART OF MG PACKAGE FOR 5X ON LN 14										
		[MKGD FOR SPOTS MISSED ON LN #14: 8/15(1/WK)]										
		V3 Added										
	*19	M-TU	11P-1135P	NEWS	:30	\$650.00	08/20-08/21	4	1	4	\$2,600.00	
		Sales Remark: V3 REVISED TP										
		V3 Time Changed, Comment Changed										
	*20	W-F	11P-1135P	NEWS	:30	\$650.00	08/15-08/17	6	1	6	\$3,900.00	
		Sales Remark: V3 REVISED TP										
		V3 Time Changed, Comment Changed										
	*31	TH-F	12P-1P	NEWS	:30	\$125.00	08/16-08/17	3	1	3	\$375.00	
		Sales Remark: V3 PART OF MG PACKAGE FOR 5X ON LN 14										
		V3 Added										
	*32	M-TU	12P-1P	NEWS	:30	\$125.00	08/20-08/21	3	1	3	\$375.00	
		Sales Remark: V3 PART OF MG PACKAGE FOR 5X ON LN 14										
		V3 Added										

Station WWSB-TV SARASOTA,FL	Agency () AMERICAN RAMBLER PRODUCTION	Rep Firm
Advertiser () POLITICAL	138 CONANT ST	Sales Office () WASHINGTON
Product ROMNEY FOR PRESIDENT	BEVERLY, MA 01915	Salesperson () BRAD PHILIPPS
Estimate# 24	Agency C/P1/P2/E //24	
Buyer STEPHANIE KINCAID	Flight Dates 08/15/2012 - 08/21/2012	Salesperson Phone# 202-955-5342
Phone#	Hiatus Weeks	Salesperson FAX# 202-955-5348
Fax#		

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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---REPORT TOTALS---

Report Totals: 36 / \$12,480.00

---SALES MONTHLY TOTALS---

Aug 12: 94 / \$33,040.00
 Sales Totals: 94 / \$33,040.00
 Station Totals: 94 / \$33,040.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$550,667	CABL 0%	UNKN 0%	WBSV 0%	WFLA 24%	WFTS 23%
		WTOG 0%	WTSP 22%	WTTA 1%	WTVT 24%	WWSB 6%

Books null
 Demos RA35+